

HIV Challenge: Seeking Innovative Community Engagement Strategies to Reduce HIV-Related Stigma and Disparities

Register by September 24, 2021 minorityhealth.hhs.gov







Infectious Disease and HIV/AIDS Policy





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# Agenda

- Welcome and Introductions
- Background
- Overview of the Challenge
- Timeline
- Resources and Organizations
- Questions





75%
reduction in new
HIV infections
by 2025
and at least
90%
reduction
by 2030.



www.hiv.gov











# **Overview of the Challenge**

- OMH and OIDP developed this national competition to identify innovative and effective approaches for community engagement and mobilization to:
  - ✓ reduce HIV stigma and increase use of pre-exposure prophylaxis (PrEP) and antiretroviral therapy (ART)
  - ✓ to decrease HIV disparities and health inequities among racial and ethnic minority populations nationally
  - ✓ who are at increased risk of HIV infection or are people with HIV (PWH).
- The goal is to identify successful innovative and effective approaches developed by communities that can be scaled and replicated in other communities at increased risk of HIV infection or are PWH to decrease HIV disparities and health inequities among racial and ethnic minority populations nationally
  - Increased knowledge and skills for participants via coaching sessions, access to resources and an opportunity to build a community of practice among participants.







### **Challenge Phases**

• The total prize award is award a total of \$760,000 to 15 winners over three phases.



OMH/OIDP Partnership, HHS learning sessions, mentorship of competitors by SMEs







# Phase 1 - Design a Concept Submission Requirements

- Develop concepts for community engagement strategies to reduce stigma related to HIV prevention and treatment within a specific target population
- Winners: Up to 15 winners, \$20K award for each
- Timeline: 2 months
  - ✓ Date: July 26, 2021 September 23, 2021
- Submission:
  - 1. Written Concept (3 pages or less)
  - 2. Video Entries (10 minutes or less) Shall be uploaded to YouTube as an unlisted video file and the link should be sent in the email
  - 3. All submissions must be in English.
  - Participants must not use HHS or other government logos or official seals in the submissions and must not otherwise give an appearance of Federal government endorsement.







# **Eligibility Criteria**

 An individual or entity shall have registered to participate in the competition under the rules promulgated by OMH

- Register by September 23, 2021
  - Send an email to <u>HIVChallenge@hhs.gov</u>
    - ✓ Email sender (person and email address) must be Official Representative /person of contact for the team.
  - Subject Line: "HIV Competition Registration"
  - Include follow information:
    - ✓ Official Representative name
    - ✓ Official Representative phone number
    - ✓ Official Representative email address
    - ✓ State
    - ✓ Statement: "I affirm on behalf of the participant (individual, team, or legal entity), that he or she has read and consents to be governed by the competition rules."
- https://www.challenge.gov/challenge/reduce-HIV-related-stigma/









### **Judging Overview**

- A panel of judges will:
  - evaluate the submissions on the criteria identified in the Challenge.
  - be fair and impartial, may not have a personal or financial interest in, or be an employee, officer, director, or agent of, any entity that is a registered participant in the competition, and may not have a familial or financial relationship with an individual who is a registered contestant.
  - make winner selections based upon the criteria outlined below and in compliance with the <u>HHS Competition Judging Guidelines</u>.
- Entries not in compliance with the submission requirements outlined below will be ineligible for further review and prize award.
- The Award Approving Official will be the Deputy Assistant Secretary for Minority Health. The Deputy Assistant Secretary for Minority Health will take into consideration the following additional factor(s): Equitable geographic distribution of awards.







# **Judging Criteria**

#### Impact - Up to 30 points:

- ✓ How well does the proposed solution fit local needs, resources, and values of the target population?
- ✓ To what extent is the proposed solution culturally and linguistically appropriate?
- ✓ How well does the project incorporate community engagement and mobilization strategies into the solution (i.e. involvement of priority population in the co-design and implementation of the strategy)?
- ✓ Does the process and structure of the concept allow for all stakeholders to be heard and equally valued?
- ✓ How well does the project measure stigma reduction, PrEP and ART utilization?

#### Innovation - Up to 30 points:

- ✓ How innovative is the proposed solution in reducing stigma through community engagement/mobilization in the community of focus? Among specific racial and ethnic minority groups? Among individuals who are PWH or at increased risk for HIV infection?
- How innovative is the proposed solution in its ability to be tailored to culturally and linguistically diverse audiences, including users with low health literacy or limited English language proficiency?







# **Judging Criteria Continued...**

- Accessibility (to be made available to, reachable) Up to 20 points:
  - ✓ How accessible is the proposed solution to the population of focus (e.g., community members, targeted racial and ethnic groups, racial and ethnic minority individuals who are PWH or at increased risk for HIV infection)?
  - ✓ Will the program reach the intended audience inclusive of the diversity within the population?

#### Sustainability - Up to 20 points:

- ✓ How well does this proposed innovation have the ability to continue beyond the end of the competition?
- ✓ Can the proposed solution be scaled-up and adapted in other communities, if proven effective?
- Detailed information are available on Challenge.gov





## What are we looking for

- A one-paragraph executive summary that clearly identifies the innovative approach and describes how it will use community engagement and mobilization strategies to reduce stigma and improve utilization of PrEP and ART among racial and ethnic minority individuals who are PWH or are at increased risk for HIV infection;
- A description of how the approach will potentially affect racial and ethnic minority groups; specific subgroups within those populations, and other interested stakeholders as identified;
- A description of how the approach is innovative in targeting gaps/barriers and accessible across social, cultural, and environmental factors that influence HIV treatment and care;
- A description of how the project will utilize community engagement and mobilization strategies specific to the target population in the proposed approach. A description of how people from the priority population are involved in the co-design and implementation of the strategy;
- A description of the proposed goal(s) and major objectives;
- A description of the proposed measures used to assess stigma reduction, PrEP and ART utilization.
- Detailed information are available on Challenge.gov







#### **Timeline**

- Phase 1 Due Date September 23, 2021 11:59 PM ET
  - ✓ July 26, 2021 September 23, 2021
- Phase 2 Due Date March 3, 2022 11:59 ET
  - ✓ November 1, 2021 March 3, 2022
- Phase 3 Due Date July 14, 2021 11:59 PM ET
  - ✓ March 28, 2022 July 14, 2022





## **Resources and Organizations**

- CDC's Facts about HIV Stigma
- HIV.gov Standing Up to Stigma
  - https://www.hiv.gov/hiv-basics/overview/making-adifference/standing-up-to-stigma
- NIH/NIAID The Science of Stigma-Understanding and Addressing HIV Stigma
  - ✓ <a href="https://www.niaid.nih.gov/news-events/science-stigma-understanding-and-addressing-hiv-stigma">https://www.niaid.nih.gov/news-events/science-stigma-understanding-and-addressing-hiv-stigma</a>
- HRSA/HAB's TargetHIV HIV-Related Stigma in Healthcare Settings
- CDCs Let's Stop HIV Together
  - ✓ <a href="https://www.cdc.gov/stophivtogether/index.html">https://www.cdc.gov/stophivtogether/index.html</a>

- CDC's Principles of Community Engagement - Second Edition
  - https://www.atsdr.cdc.gov/communityengag ement/index.html
- HHS's Ready, Set, PrEP
  - https://www.hiv.gov/federalresponse/ending-the-hiv-epidemic/prepprogram
- CDC's Community Health Improvement Navigator
  - √ <a href="https://www.cdc.gov/chinav/index.html">https://www.cdc.gov/chinav/index.html</a>
- HHS OMH's National CLAS Standards
  - √ <a href="https://thinkculturalhealth.hhs.gov/clas">https://thinkculturalhealth.hhs.gov/clas</a>
- CDC's Logic Models
  - https://www.cdc.gov/eval/logicmodels/index. htm
- AETC National Coordinating Center's resource collection on stigma
  - ✓ <a href="https://aidsetc.org/topic/stigma">https://aidsetc.org/topic/stigma</a>







## **Resources and Organizations**

- CDC's Social Marketing Resource Page
  - ✓ <a href="https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/index.html">https://www.cdc.gov/hiv/effective-interventions/respond/social-marketing/index.html</a>
- CDC's AtlasPlus
  - √ https://www.cdc.gov/nchhstp/atlas/index.htm
- AHEAD- specifically PrEP coverage
  - ✓ <a href="https://ahead.hiv.gov/">https://ahead.hiv.gov/</a>
- HRSA's Ryan White HIV/AIDS Program Addressing HIV Stigma and Discrimination to End the HIV Epidemic
- A systematic review of interventions to reduce HIV-related stigma and discrimination from 2002 to 2013: how far have we come?
  - √ <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3833106/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3833106/</a>
- Stigma Reduction Interventions in People Living with HIV to Improve Health-Related Quality of Life
  - https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7343253/







## **How to Apply**

- Two steps to be completed by September 23, 2021:
  - ✓ **Step 1:** Register by sending an entry naming an official representative to HIVChallenge.gov
  - ✓ **Step 2:** Submit the concept proposal by sending materials to HIVChallenge.gov
    - Written entries 3 pages or less (PDF files with font size no smaller than 11-point Arial)
    - Video entries 10 minutes or less (uploaded to YouTube as an unlisted video file and the link should be sent in the email)
- Detailed instructions are available on Challenge.gov
- Download the Submission Checklist: <u>https://www.minorityhealth.hhs.gov/Assets/PDF/HIV%20Challenge%20Submission%20Checklist\_English\_7.20.2021.pdf</u>







#### **More Information**

#### **HIV Challenge (English)**

https://www.challenge.gov/challenge/reduce-HIV-related-stigma/

#### **HIV Challenge (Spanish)**

https://www.minorityhealth.hhs.gov/omh/Content.aspx?ID=225 45&lvl=1&lvlid=1

#### **OMH HIV Challenge site**

https://www.minorityhealth.hhs.gov/omh/Content.aspx?ID=225 38&lvl=1&lvlid=1

#### **Submission Checklist:**

https://www.minorityhealth.hhs.gov/Assets/PDF/HIV%20Challenge%20Submission%20Checklist English 7.20.2021.pdf

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**Facebook: Office of Minority Health** 

Instagram: <a href="mailto:omnorityhealth">omnorityhealth</a>







#### **Questions?**







#### Thank you for attending!

# Contact **HIVChallenge@hhs.gov** for any additional follow-up or questions!



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